

ISSS Innovation Management

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Francisco Vidal Barbosa
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Topics

learning outcomes:

- understand the importance of innovativeness, entrepreneurial spirit, and new technologies for sustainable business development
- differentiate between different types of start-ups and spin-offs
- get an overview about biotech industries and biotech markets
- evaluate the use of genetically modified organisms
- evaluate success factors in bio business
- explain investment opportunities

outline:

1. Innovation, Entrepreneurship and New Technologies
2. Start-Ups and Spin-Offs
3. The Biotechnology Market: Commercialization, Business opportunities and Trends;
4. Biotechnology Industry Facts
5. Biotechnology: Competitiveness and Commercialization
6. Agricultural Biotechnology: Genetically Modified Organisms
7. Critical Success Factors in Bio Business
8. Investing in Innovation
9. Entrepreneurship and Innovation

References

Distribution of all reading material in class

Teaching methods

- Lectures

	<ul style="list-style-type: none">• discussions
Grading	written exam (60 minutes)
Teaching language	English